



# DOOH

## Digital Out-Of-Home Solutions

Interview with Jim Oehler,  
Product Manager  
at Harris Corporation,  
extract from  
DOOH SMARTreport,  
a Cleverdis edition



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Your Business  
Networking Catalyst



# Leveraging a Top Broadcast Background...

*As Ad-Driven Networks Grow, Back Office Tools Have to Perform to New Levels...*



## Jim Oehler

Product Manager  
Harris Corporation

For nearly 25 years, Jim Oehler has been involved in designing and supporting software solutions for the media industry. Working with a skilled development team, Jim applied the experiences gained from four successful broadcast systems to create Punctuate, undoubtedly one of the most powerful sales and traffic solution offered to the digital signage industry today.



*In an economy where advertising revenue is scarce and unpredictable, selecting the right back-office tool can make a difference. Such back-office tools help network operators manage advertising campaigns, track revenue, and bill customers. If these tools are not integrated into the overall digital signage solution, or if they require excessive manpower, the result can be a drain on profitability. Harris's Product Manager, Jim Oehler tells us more...*

### What are back office tools?

Digital signage networks that depend on advertising for full or partial funding need various elements to fall into place in order to be successful. In addition to appealing to audiences that can be measured, advertisers are looking for affordable ways to gain as much exposure as possible with their targeted consumers. For network operators to meet these needs, they need to easily and efficiently build campaigns, track and report revenue, and produce invoices. Back offices tools provide operators with the power to perform these functions.

The right back office tools enable network operators to work with advertising agencies to create campaigns, including planning specifics, allowing them to track ads from a revenue perspective. A complete back office tool is even able to produce an invoice for the customer after running the content on-demand or monthly. The invoice is essentially a summary of the campaign, how many players showed the content, the number of times the ad was played, along with the rate agreement.

### Can you tell us about your Punctuate system?

Punctuate is the product name for the back office suite that is integrated with

InfoCaster, the Harris digital signage offering that has been used world-wide for quite a few years now. Punctuate enables network operators to define campaigns that precisely target content (typically advertising or promotional content) to the players and at the time that advertisers need. Punctuate is also used to set rates and track revenue. Through its integration with InfoCaster, Punctuate automatically compares campaigns to proof-of-play reports and tracks (on a daily basis) all missed plays and associated reasons. This enables operators to make adjustments for missed plays, thus improving chances for meeting original revenue targets.

InfoCaster provides the capacity to create eye-catching presentations using advanced graphical tools in a nice drag and drop environment. InfoCaster also includes a management component that provides a number of functions, including monitoring players and providing the mechanism so players can pull the content they need.

Together, Punctuate and InfoCaster provide the best of both worlds: an advanced business solution for targeting campaigns to the right audience at the right time, and a powerful graphics solution so resulting presentations are sharp and attractive.

**What kind of size network is it for?**

Punctuate is completely scalable and can handle one screen to thousands of screens. If you have a fairly small network, 25 players or less, it's quite possible to manage your advertising in a manual way. Where Punctuate is best suited is with the larger networks, because as you have more screens and players, it becomes more attractive from an advertising agency's point of view... as they are always looking for scale.

**How was Punctuate developed?**

We created it based on market demand. As digital signage grows as a medium and matures on more ad supported networks on a larger scale, it becomes overly time consuming to manage manually. The combination of targeting any combination of players at any time, and tracking and generating reports, and invoices, becomes impossible on a large scale. So that motivated us to develop this system. Another factor that places Harris in a good

position is our broadcasting background. Through our acquired companies we have developed software for radio, TV, and cable for many years, so we have significant experience producing sales and billing systems for media markets. We are consequently very familiar in working with advertisers and agencies, media buys and billing, and so we leveraged our experiences with similar systems for other types of media. We knew, however, right from the beginning that you can't just take back-office tools for the broadcast industry and apply them to digital signage, which is why we have put a lot of development into this specific product.

**What are the other strengths of Harris?**

Besides the background that helped us build Punctuate, we've had eight years of experience in digital signage and InfoCaster is also a kind of a by-product from our work on the broadcast side. With InfoCaster and Punctuate working together, we have a very strong integrated

solution that is exceptionally attractive to digital signage operators.

**How has feedback been so far?**

We have had very positive reaction about the ability to automatically schedule content and tailor requirements for advertisers. This automation is very important if you're looking at a large-scale deployment. And the level of detail that's in the product, in the reporting area for example, doing revenue reports past, present, and future, based on the advertising agencies, products, and so on is attractive. When advertising is an important part of the network – to identify buying trends, comparison to previous years – that level of detail is appreciated. I feel very confident that network operators will see the benefits of using Punctuate, both from a revenue generation perspective and from a cost-savings perspective, since it is no longer an overwhelming task to target content to the unique set of players at the desired times of the day that advertisers require.





## Harris Broadcast Communications

PROVIDER OF TECHNOLOGY TO MEDIA COMPANIES, PRIMARILY IN THE BROADCAST SECTOR. MANUFACTURER OF DIGITAL SIGNAGE NETWORK MANAGEMENT SOLUTIONS.

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### KEY FIGURES

*Belonging to group: Harris Corporation  
Legal form: Harris Corporation (NYSE: HRS)  
Year of creation: 1895  
Headquarters: Melbourne, Florida  
Number of offices Europe: 7. EMEA  
Headquarters located in Winnersh, United Kingdom. Regional offices located in Paris, Munich, Dublin, Dubai, Moscow and Milan.  
Number of offices Worldwide: Over 90  
Turnover (2008): \$5 billion annual revenue*

### CONTACTS

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### COMPANY PROFILE

Harris addresses the entire content delivery workflow for any digital signage application. From production, scheduling, distribution and presentation to business management, Harris Digital Signage™ solutions – including the revolutionary InfoCaster™ product line and Punctuate™ business management software – leverage years of broadcast and IT workflow expertise to help you manage content, better monetise assets and realise new revenue streams.

### MAIN SERVICES AND PRODUCTS

#### InfoCaster™ Suite

The numerous features of InfoCaster provide unparalleled performance. From multizone layouts to live data feeds and 3D animations, InfoCaster allows you to create sophisticated and stunning displays very quickly. The InfoCaster family enables targeting of graphical elements within and among on-screen regions – by zone and by schedule – for broadcast-quality presentations.

#### Punctuate™ - Business Management for Digital Signage

Drawing on Harris expertise in managing large scale broadcast advertising sales, Punctuate is developed specifically for the digital signage industry and is a leading-edge software application that manages the scheduling and placement of advertising and promotional content to multipoint digital signage networks. Revenue tracking, billing, automatic ad pricing and approvals for sales campaigns are among the sales-oriented user benefits for data management. Other network management-driven benefits include targeted content.

### REFERENCES

#### Swedish sports retail chain Stadium upgrades digital signage network with Harris

Harris InfoCaster Player content playout systems were installed at each of Stadium's 110 stores as part of a complete upgrade of its internal digital signage system. The system can evolve into dynamic in-store advertising or high-definition transmissions.

#### Greek Healthcare sector streamlines network management with Harris Corporation InfoCaster digital signage products

Intelligent Media operates one of the largest digital signage networks in the health sector, including systems at Iaso, Mitera and Leto maternity hospitals, as well as Iaso General, Metropolitan and Hygeia general clinics and Iaso paediatric clinic in Greece.

#### McDonald's and Harris launch digital signage solutions trial for new TV channel at 20 Restaurants

Harris began a pilot program with McDonald's in May 2009 to launch the fast-food chain's unique, branded TV channel — powered by Harris Digital Signage solutions — into 20 restaurants around the US.

#### MPH platform and InfoCaster digital signage by Harris power the first public deployment of mobile DTV in the US, delivering live digital TV broadcasts to buses throughout the city of Raleigh

A joint effort of WRAL, the CBC New Media Group and the City of Raleigh, the project will deliver live WRAL-DT broadcasts to Capital Area Transit (CAT) buses traveling around the capital city.

#### The Venetian Macao-Resort-Hotel becomes largest casino installation of Harris InfoCaster digital signage

Harris InfoCaster systems were placed throughout the resort's casino and conference facilities, which is the largest building in Asia and the second largest in the world.

#### Marina Bay Sands resort in Singapore to install Harris DOOH to enhance resort experience for customers.

Several hundred InfoCaster™ Player content playout devices will provide information and advertising, InfoCaster Creator software will handle content creation, and InfoCaster Manager network management system will drive video to screens and video walls around the resort.

